

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1430#
ANSWERED ON 28.07.2022

MEDICAL TOURISM IN THE STATE OF GUJARAT

1430# SHRI NARHARI AMIN:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether medical tourism is being promoted in the country;
- (b) whether Government has introduced AYUSH visa to promote medical tourism; and
- (c) whether any place has been earmarked for medical tourism in the State of Gujarat, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Ministry of Tourism has taken several steps to promote India as a Medical and Wellness tourism destination, which are as follows:-

- (i) In order to create a robust framework and synergy amongst the Central Government Ministries, State Governments and Private Sector for promoting India as a Medical and Wellness Tourism destination, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The strategy document focuses on the following key pillars:
 - (a) Develop a brand for India as a wellness destination
 - (b) Strengthen the ecosystem for medical and wellness tourism
 - (c) Enable digitalization by setting up Online Medical Value Travel (MVT) Portal
 - (d) Enhancement of accessibility for Medical Value Travel
 - (e) Promoting Wellness Tourism
 - (f) Governance and Institutional Framework
 - (ii) In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Ministry of Tourism has constituted a National Medical and Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman.
 - (iii) As part of its on-going activities, Ministry of Tourism, releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Digital promotions are also regularly undertaken through the Social Media accounts of the Ministry on different themes including the theme of Medical Tourism.
 - (iv) 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travelers coming to India for medical treatment. To promote Medical Tourism in the country, Government of India is extending e-medical visa facility to the nationals of 156 countries.
 - (v) Ministry of Tourism provides financial Assistance under Market Development Assistance Scheme to Medical Tourism Service Providers accredited by NABH for participation in Medical/Tourism Fairs, Medical Conferences, Wellness Conferences, Wellness Fairs and allied Road Shows.
- (b): Ministry of Ayush has conveyed that it has requested Ministry of Home Affairs to work out the modalities for creation of separate category of Ayush visa.
- (c): No, Sir. Ministry of Tourism has not earmarked any place in the State of Gujarat for medical tourism.
